



Department
for Work &
Pensions

KICKSTART SCHEME

Bridge Models Limited is a leading model agency
with offices in London and New York

(DWP use only)

Job title Marketing Assistant

**Company name and
postcode** Consortium Business Solutions Ltd, BN21 2AH

Job summary (Outline of the job description including key responsibilities and detail of the skills the young person will develop and details of homeworking. Please provide as much detail as possible Please do not use bullet points)

We are looking for a creative, passionate individual to assist the Director and Account managers looking after existing clients, client campaigns and managing the admin around meetings. The main purpose of the role will be to promote the business through social media and digital marketing channels

Vacancy description

Social:

Manage business social media profiles such as Facebook, Twitter, LinkedIn, & Instagram. Develop and maintain Social Media profiles for the business. Build followers and increase engagement across all social media platforms. Develop new ideas to promote the business using social media/website

Online presence:

Assist with company website. Carry out Search Engine Optimisation. SEO activities to increase website traffic. Maintain company website content. Image editing - cropping, resizing, other Photoshop work. Manage and update company website to promote the company and products. Create websites using template/CMS system

Inbound/Outbound:

Run marketing campaigns. Content creation. Creating email newsletters. Preparation of marketing material. Set up and implement e-mail marketing campaigns. Brand marketing. Draft copy for digital marketing communications. Ensure the content and format of all digital marketing is in accordance with the organisation's/ client's brand guidelines. Assist with branding, design and content for presentations and proposals. E-mail marketing activity. Sourcing and writing news articles and associated images. Managing landing pages for clients. Content creation (Infographics, Case study and eBooks). Conduct market research. Upload and schedule video release (YouTube, Vimeo etc.). Mobile marketing

General:

Customer service. Some administration duties. Ensure that reports and presentations are delivered to the highest level of quality. Answer phones. Meet and greet clients

Market research of competitors. Provide a support function to the businesses centralised digital marketing team. To assist colleagues to deliver the digital marketing plans and activity for projects and campaigns. Search Engine Marketing – PPC & SEO, Digital Display Advertising, Social Media and Email Marketing.

Analytics:

Track and monitor a campaigns performance with a weekly/monthly report. Analyse data to identify the target market and optimise each campaign. Analyse the traffic and visitors to the business website and social media platforms. Analyse and report data with Google Analytics . Collect campaign metrics. Follow up and analysis of campaign results. Monitor and report on activities and provide relevant management information. Deliver reporting and analysis of the campaigns and projects during and after campaigns to ensure that marketing is focused on providing strong returns.

Personal Qualities:

Hard working. Punctual and reliable, Keen to learn and develop new skills/knowledge. Positive and enthusiastic attitude. Fun and confident personality

**Essential skills, experience
and qualifications** (please do
not use bullet points)

Technical:

Knowledge of how websites work. A keen interest in digital online technologies. Experience in the use of social media management systems would be advantageous. Strong MS Office skills (Word, Outlook, Excel, PowerPoint). Experience in blogging. Personal digital marketing experience (blog, social media etc.) essential. Advantageous to understand or have used an analytics package such as Google Analytics.

General:

A good level of English both written and verbal. High level of attention to detail. Flair for creative writing and marketing. Ability to multi-task and work as part of a team. Excellent time management and organisation skills. Experience and up to date knowledge of social media. Excellent customer skills and telephone manner. Highly motivated. Hungry to learn and able to meet deadlines. Has initiative and problem-solving skills. Passionate and able to display knowledge of Social Media & Digital Marketing.



Job category (DWP use only)

Number of hours per week 25

Working pattern and contracted hours (including any shift patterns) to be agreed

Hourly rate of pay National Minimum Wage

Details of employability support (training opportunities/mentor)

Month 1 - Attendance. Punctuality. Communication. Timekeeping. Travelling to work - Covid safety, Brand representation

Month 2 - Team work. How to say no appropriately. Information gathering for learning, types of questions, open, closed, leading etc. 1-2-1 Check in/Mentor session with Gateway Organisation.

Month 3 – 1-2-1 Check in/Mentor session with Gateway Organisation

Month 4 - Job search and career development - career drivers, personal interests and transferrable skills. CV and cover letter writing - One size does not fit all, what does the employer want, NOT what you want, 20 seconds to impress

Month 5 - Interview skills. Pre-interview research, website, Social media . Types of interview, panel, behavioural, group task, 1-2-1, remote. Possible follow on training and apprenticeships

Month 6 – Resilience. Building confidence, how to handle rejection or being ignored! Final 1-2-1 with the Gateway Organisation to assess the impact the placement has had and check next steps/future pathway

Closing date for applications 31.03.2021

Using the table on the next page please provide details for each Job by location.



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Employer Job reference (where applicable) 12 Characters Max	Job location and address including post code. (Homeworking - specify if there will be a requirement to attend a different work location and its address/postcode)	Contact details for the Job: Name (required) Email address (required) Telephone (optional)	How to apply for the Job. Provide a method and an: Email address or Website address or Telephone number	Number of Jobs at location	Maximum number of referrals per Job	Is public transport available? Yes/ No/ Don't know	Anticipated start date/s (if known)
	45, New Broadway Worthing West Sussex BN11 4HS	Lara Squires 07958 773555 lara@consortiumbiz.co.uk	e-mail CV Lara Squires	1	Unlimited as long as candidate has the necessary skills and experience	Yes	ASAP